

PHILIPPA CRADDOCK

EXQUISITE FLORAL DESIGNS

A LITTLE MORE INFORMATION ABOUT US, AN EXAMPLE WEDDING DESIGN & PRICE GUIDE

1. A LITTLE MORE ABOUT US
2. OUR PROCESS, FROM START TO FINISH
3. A REAL LIFE WEDDING FLOWER DESIGN
4. EXAMPLE MOOD BOARD
5. PRICE GUIDE
6. THANK YOU TO SOME TRULY INSPIRATIONAL PEOPLE



BRIDAL SHOWER USING AVALANCHE
ROSES & AGAPANTHUS



Pheasants Hatch, Piltdown, East Sussex TN22 3XR T 07801 628894 www.philippacraddock.com

Registered company number – 5381326 VAT registered number – 924 9915 87

Partners: Philippa Craddock Anthony Craddock

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1. A LITTLE MORE ABOUT US

Our approach is always friendly and professional, right from the first call to the personal delivery of your flowers on the day.

Our designs are regularly featured in wedding and glossy magazines and we have worked with and are recommended by many select venues throughout London and the South East. These include Royal Automobile Club (Surrey), Buxted Park (East Sussex), The Elvetham (Hampshire), Marco Pierre-White's Chequers Inn (East Sussex), Newick Park (East Sussex) and Scott's of Mayfair (London).

We source our flowers from the best growers worldwide, including the richly scented floral auction houses of Holland and the wonderful New Covent Garden Flower Market in London. We also love adding our own-grown to arrangements. Foliage and flowers from our gardens here at Pheasants Hatch help create sensitive, sophisticated displays which have that hint of English design and character.

From minimalist sophistication to ravishingly grand opulence, our flowers and unique approach combine to create stunning floral results to suit every occasion.



WHITE CALLA LILIES, HYDRANGEA
& AGAPATHUS



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2. OUR PROCESS, FROM START TO FINISH

We will have an initial conversation (ideally face to face), to gather as much information about you and your wedding as possible.

In preparation for this meeting, it is great if you can bring some or all of the following:

- Example images of flower designs/arrangements you like – bridal bouquets, centre pieces etc.
- Images or an idea of flower varieties (and foliage) you particularly like.
- An image or detailed description of your and bridesmaids' dresses.
- Details of your venue(s).
- And finally, images of the interior of your home, architecture you admire, designers (including fashion) and/or pieces of art you love, so we can easily gain a really good understanding of your likes.

We then, ideally with you, visit your wedding venue(s) to discuss your ideas further and possible options from our expertise. Following this we will create a full design concept, together with a complete schedule of your day. From your feedback we finalise your flower design scheme until everyone is perfectly happy!

Finally we deliver and install all the designs in their correct positions, ready for your perfect day.



CLASSIC SINGLE BUTTONHOLE,
CRÈME DE LA CRÈME ROSE & SALAL



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3. A REAL LIFE WEDDING FLOWER DESIGN

HAYLEY & STEPHAN, NEWICK PARK, SUSSEX – SUMMER WEDDING

- Overall theme – shabby chic with a contemporary and classic twist. Elegant, fun and timeless. Something a little different. White and green florals.
- Guides and key words – Babington House, 1920's garden parties, blankets on the grass, games, vintage ice cream van, hugely romantic, enormous amount of warmth, everyone involved, giving, highly personal, uniquely fun, happy and full of laughter.
- Location – traditional country house hotel in the heart of Sussex. Reception held outside under stone canopy and drinks on the grass afterwards. Wedding breakfast in the main dining room, speeches in bar area and dancing later in the library.
- Hayley & Stephan chose this specific venue because of the wonderful gardens, so it was important to create designs for the exterior as well as inside. We discussed different flowers and they both loved the simplicity of roses. We looked at a few different roses and opted for white avalanche roses as they particularly liked the fullness of the flower. Fragrance was also to play a role, so we included eucalyptus (with the most wonderful scent) as part of the foliage. Hayley's mother is very fond of freesias and we thought it would be charming to include these in the main table decorations and the bridesmaids' posies. Candles in abundance were also to be included.
- There are two large iron gates leading to the main house. To make the perfect entrance for the guests, we started here, decorating the ironwork with the roses and green foliage. We wired further roses into the buxus and bay trees lining the drive, surrounding the main house and bordering the grass lawn. We used extra bay trees and buxus to create an 'outdoor room' for the ceremony. We scattered white rose petals on the driveway and grass. Paper cones filled with white rose petals were placed on each chair for the guests, completing the magical outdoors design,
- To play on the 1920's shabby chic style inside, we used white enamel jugs bursting with roses, freesias and green foliage on the dining tables. We hung white bunting, white roses and green foliage garlands on the banisters of the main staircase. Placed church candles in all the fireplaces and tea-light candles on the mantelpieces, which together created a wonderful romantic glow as the evening settled in. After the wedding breakfast, the hotel staff distributed the dining table arrangements through the downstairs rooms, to make the best use of these designs.
- It was also important to Hayley & Stephan to have as many things as possible to remember their day by, so we included miniature rose bushes in the final designs. These were then later planted in their garden.



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FINAL TABLE DESIGNS

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FINAL BRIDAL PARTY DESIGNS



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"Philippa and her team blew us away with their creativity, passion for perfection and professionalism. Her ideas for our wedding design were organic, chic and truly unforgettable. Thank you Philippa for being a big part of our wedding, you are a joy and inspiration to work with." **Hayley & Stephan Geering, London**



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5. PRICE GUIDE

This is very much a general guide. Every design scheme is unique and always created based on your exact needs and wishes. The below prices are purely starting points for some of the arrangements and designs you might be looking for:

WEDDING PARTY

Domed Bridal Bouquet - from £65

Trailing Bouquet – from £95

Adult Bridesmaid Bouquet - from £45

Flower Girl Flowers - from £25

Buttonholes from - £6.00

Corsage - from £15

Hair Flowers - from £5.00

TABLE AND ROOM DESIGNS

Table Designs – from £20

Hand Tied Table Posies - from £45

Tall Glass Conical Vase Arrangements - from £75

Candelabra Decorations - from £90

Gift Bouquets from - £35

Registrar/Top Table Design - from £65

Pedestal Arrangements - from £150

Pew Ends - from £15

Arches and Garlands - from £20 per ft

Using just a few flowers in a more contemporary table piece - from £10



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6. THANK YOU TO SOME TRULY INSPIRATIONAL PEOPLE

Planning and designing a wedding, to ensure perfection, takes many people. It would be impossible to have achieved our beautiful results without working closely with the following:

My wonderful husband, **Anthony**, who is our in-house photographer and the biggest support you could possibly imagine. Whether it is meeting perspective clients on our behalf, calming brides on the day or simply being a very handsome delivery driver, you do everything with complete ease and always with a smile on your face – thank you!

Ed Tyler, one of the most influential wedding photographers of the moment. Thank you for giving us so many wonderful images depicting some very happy days. Ed's beautiful work has been exhibited in the National Portrait Gallery as part of the 2009 Taylor Wessing Photographic Portrait Prize.

Anya Campbell, another incredible photographer who has kindly helped us to capture images of our iconic packaging and plant gifts. Anya's work is regularly featured in leading national magazines including Country Life.

My original tutor and ongoing support, **Georgia Miles**, you are one of the most truly inspirational florists and an utter joy to work with. I know your Sussex Florist School will be a roaring success and I hope we continue working together for many years.

Hattie Mauleverer is the founder of Top Hat Catering, an established and highly successful catering company based in London; she and her team specialise in high profile events and weddings. She is one of my best friends, so I am a little bias, but Hats, you are always an absolute hoot to work with and manage every occasion with an air of complete ease. Thank you for being you and especially for entrusting me with your flowers designs for your wedding later this year!



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